

Total No. of Printed Pages—3

5 SEM TDC PRSL 3 (Sp)

2 0 1 4

(November)

COMMERCE

(Speciality)

Course : 503

(Personal Selling)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Answer the following questions : $1 \times 5 = 5$

- (i) State one of the limitations of personal selling.
- (ii) State one of the fundamental sources of product knowledge.
- (iii) Mention one of the aids used in presentation.
- (iv) State one point of distinction between the personal selling and advertising.
- (v) State one of the physical qualities of a salesman.

(b) Write True or False : $1 \times 3 = 3$

(i) Like personal selling, advertising is also a two-way communication.

(ii) Wholeseller is the major link between the manufactures and the customers.

(iii) Understanding the customer is the starting point of successful selling.

2. Write short notes on the following : $4 \times 4 = 16$

(a) Scope of personal selling

(b) Knowledge of the company

(c) Preapproach

(d) Significance of follow-up

3. (a) Explain the concept of personal selling. Examine its role in creating new markets. $4 + 7 = 11$

Or

(b) "Personal selling is a challenging but rewarding professional career." Discuss the statement. 11

4. (a) Discuss the significance of understanding customer's psychology for selling products or services. 11

Or

(b) Explain the different types of salesman.

5. (a) What is a selling process? Explain briefly the logical steps of selling process. $4+7=11$

Or

(b) What do you mean by prospecting? Explain its significance. $4+7=11$

6. (a) Discuss the importance of strong and successful presentation. 11

Or

(b) Explain the requisites of a good approach.

7. (a) What is an objection? Explain the procedure of handling objections effectively. $4+8=12$

Or

(b) What do you mean by the close of a sale? Explain why some salesmen fail to close a sale successfully. $4+8=12$

★ ★ ★